



PROTECTING PEOPLE FROM ALCOHOL MARKETING

Global Civil Society Advocacy for Alcohol Marketing Regulation

A close-up photograph of a person wearing a dark blue, textured suit jacket and a matching tie. Their arms are crossed over their chest, and they are wearing a watch on their left wrist. The background is dark and out of focus.

BIG ALCOHOL INDUSTRY TOOL

Alcohol marketing is a powerful tool the alcohol industry uses to condition psychological associations, perceptions, expectations, and behaviors with their products.



BIG ALCOHOL INDUSTRY TOOL

Through alcohol marketing, the alcohol industry teaches people how to USE alcohol for identity creation and how to feel when people use their products.

MULTIPLE FORMS OF ALCOHOL MARKETING

SOCIAL



PSYCHOLOGICAL

AVAILABILITY

FINANCIAL



PHYSICAL





**ADVOCACY EXAMPLES TO PROTECT
PEOPLE FROM ALCOHOL MARKETING**

TECHNICAL SUPPORT TO DIFFERENT COUNTRIES



5
COUNTRIES

CELEBRITIES MARKETING ALCOHOL



**INCLUDING ALCOHOL MARKETING IN
EFFORT TO IMPROVE COUNTRY'S
ALCOHOL POLICY IN GENERAL**



CZECHIA

YOUTH ADVOCACY FOR COMPREHENSIVE ALCOHOL MARKETING REGULATION



YOUNG PEOPLE'S EXPOSURE TO ALCOHOL MARKETING



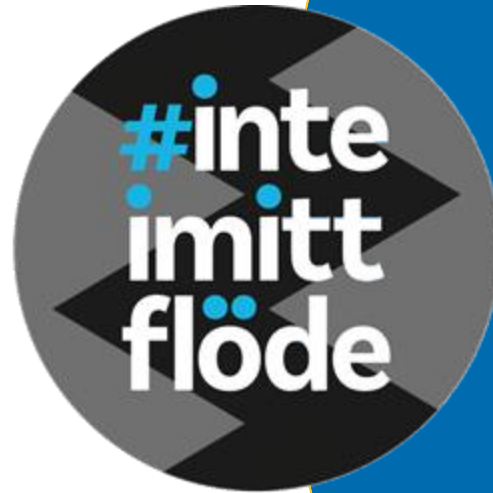
OTHER EXAMPLES



Young people are reached 1120 times a month by alcohol advertising in social and traditional media!

Sometimes, it may not be noticed because it is normalized; that's why we have replaced the alcohol with a mango. How many mangos do you see in your feed?

Help us stop alcohol advertising on social media!"



#NotInMyFeed





Development through alcohol prevention

THANK YOU

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